

## Message Text

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43

ACTION EB-11

INFO OCT-01 EUR-25 ISO-00 DRC-01 RSC-01 /039 W

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P R 031447Z DEC 73

FM AMEMBASSY OSLO

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 7470

UNCLAS OSLO 4438

E.O. 11652: N/A

TAGS: BTRV, BEXP, NO

SUBJ: REVERSE TRADE MISSIONS: NORWEGIAN CHARTER GROUP TO  
HOUSTON OFFSHORE TECHNOLOGY CONFERENCE (OTC). MAY 1-11

REF: STATE A-6967, AUGUST 13; OSLO A-162, JULY 6

1. SOME 200 TO 300 NORWEGIANS WILL VISIT NEW ORLEANS AND HOUSTON MAY 1 TO 11 AS A CHARTER GROUP TO VISIT THE OTC AND OIL-RELATED INDUSTRIES IN THOSE AREAS. THE CHARTER IS BEING ORGANIZED BY THE NORWEGIAN CIVIL ENGINEERS ASSOCIATION AND THE NORWEGIAN PETROLEUM ASSOCIATION, IN COOPERATION WITH THE EXPORT COUNCIL OF NORWAY (WHICH WILL BE RESPONSIBLE FOR THE JOINT NORWEGIAN STAND AT OTC EXHIBITION) ACCORDING TO THE TOUR PROSPECTUS, THE INDUSTRIAL PLANT VISITS WILL FOCUS ON WELL-KNOWN EQUIPMENT SUPPLIERS, SUCH AS AVONDALE SHIPYARDS, HALLIBURTON, CAMERON IRON WORKS, ETC.
2. WHILE USDOC ASSISTANCE PROBABLY WILL NOT BE REQUIRED WITH REGARD TO ITINERARY, WE FEEL THAT THE EMBASSY, USDOC, AND THE HOUSTON DISTRICT OFFICE SHOULD GET INTO THIS ACT ONE WAY OR OTHER TO PROMOTE SALE OF US GOODS AND SERVICES TO THE NORWEGIAN OIL INDUSTRY, WHICH REPRESENTS A MARKET POTENTIAL RUNNING INTO THE BILLIONS. (THIS WAS A PART OF OUR FY'74 COMMERCIAL OBJECTIVES PLAN, OSLO REPAIR).
3. ACCORDING TO THE TOUR PROSPECTUS, CONTACT MEETINGS ARE BEING PLANNED MAY 6-8 AT THE HOLIDAY INN IN HOUSTON FOR NORWEGIAN PARTICIPANTS AND "FOREIGN REPRESENTATIVES." THIS COULD PROVIDE  
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AN OPPORTUNITY FOR USDOC AND HOUSTON D.O. TO INTRODUCE NEW-TO-

EXPORT AND NEW-TO-MARKET FIRMS TO PROSPECTIVE NORWEGIAN CUSTOMERS AND AGENTS. WE HAVE DISCUSSED THIS IN GENERAL TERMS WITH THE TOUR SPONSORS WHO EXPRESSED GREAT INTEREST IN HAVING SUCH AN OPERATION CRANKED INTO THE TOUR. THE EMBASSY'S ROLE WOULD BE TO PROMOTE THE TOUR IN GENERAL AND CONTACT PROGRAM IN PARTICULAR TO AGENT-DISTRIBUTORS AND END-USERS.

4. AS TO MODUS OPERANDI, OUR INITIAL THOUGHT IS THAT THE PROGRAM SHOULD BE HANDLED AS A US TRADE MISSION WITHOUT THE TRAVEL, I.E. US FIRMS INTERESTED IN MEETING THE NORWEGIANS SHOULD BE IDENTIFIED, AND THE EMBASSY FURNISHED WITH FULL DETAILS (INCLUDING BROCHURES) REGARDING THEIR PRODUCTION LINES AND MARKETING OBJECTIVES. THIS INFORMATION WOULD BE PASSED TO THE TARGET AUDIENCE HERE, AND NAMES AND BACKGROUND OF RESPONDENTS PASSED BACK TO USDOC AND D.O. FOR APPOINTMENT SCHEDULING. WE WOULD WELCOME ANY OTHER SUGGESTIONS, HOWEVER.

5. IN OUR OPINION, IT IS ESSENTIAL THAT ANY SUCH PROGRAM GET MOVING ASAP, THE FIRST STEP WOULD BE TO TELL THE TOUR SPONSORS THAT A PROGRAM HAS BEEN AGREED TO IN PRINCIPLE; STEP TWO, TO TELL THEM HOW IT WILL WORK; STEP THREE, TO GIVE THEM DETAILS AND INITIATE INTENSIVE PROMOTION. WE WOULD APPRECIATE IF THEREFORE IF APPROPRIATE ELEMENTS OF USDOC AND HOUSTON D.O. WOULD GIVE THIS PROPOSAL PROMPT, SERIOUS CONSIDERATION AND GIVE US A GO-NO GO SIGNAL AS SOON AS POSSIBLE, FOLLOWED BY CONCRETE PLAN OF OPERATIONS IF DECISION IS NO GO.

6. COPIES OF TOUR PROSPECTUS FOLLOW BY AIR POUCH WITH REFERENCE TO THIS MESSAGE. PLEASE LET US KNOW IF FURTHER INFORMATION REQUIRED FOR DECISION-MAKING.  
BYRNE

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 03 DEC 1973  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
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**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Line Count:** 92  
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**Office:** ACTION EB  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:**  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** STATE A-6967, AUGUST 13; OSLO A-162  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** kellerpr  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 03 OCT 2001  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <03-Oct-2001 by williad>; APPROVED <28-Jan-2002 by kellerpr>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** REVERSE TRADE MISSIONS: NORWEGIAN CHARTER GROUP TO HOUSTON OFFSHORE TECHNOLOGY CONFERENCE (OTC). MAY 1-11  
**TAGS:** BTRA, BEXP, NO  
**To:** n/a  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005